

**ABSTRACT**

Apparatus, and an associated method, rewards a user for playing computer games at a mobile terminal. Computer games, or other recreational applications, formed of executable code at a mobile terminal are executed by a user. When success indicia associated with playing the computer game, such as a game score, exceeds a selected threshold, a message is formed and sent to an award server. The award server is operable to authorize a reward for the user of the mobile terminal.

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